Twenty-one texts. Pick one.

One media text, annotated with at least six accurate code labels from at least three of the four families. Thirty minutes. The texts in this pack are dense enough to reward that half hour. You may bring your own instead, if it passes the test below.

TECHNICAL
Camera, light, edit. Where the lens is, what it does, how bright, what was cut together.

SYMBOLIC
Objects, colour, gesture, dress, setting. Things that stand for something.

WRITTEN
Any text in the frame. Headline, logo, price, caption, credits, the words on a can.

AUDIO
Sound, music, voice, silence. Only where the text has sound (texts 19 to 21).

HOW TO ANNOTATE

Print the page, or open it on a screen you can draw on. Draw a line from the thing to the margin. Write the code, then a few words on what it does. "Low angle: makes the boy small under the flag." Six of those, minimum, across three families.

THE TEST FOR YOUR OWN TEXT

Look at it for one minute. If you cannot find one label in each of three families in that minute, it is too plain. Choose another.

MOVING TEXTS

Watch it twice. Screenshot three frames and write the timecode on each. Label at least two audio codes. If you cannot open YouTube, ask me for the file.

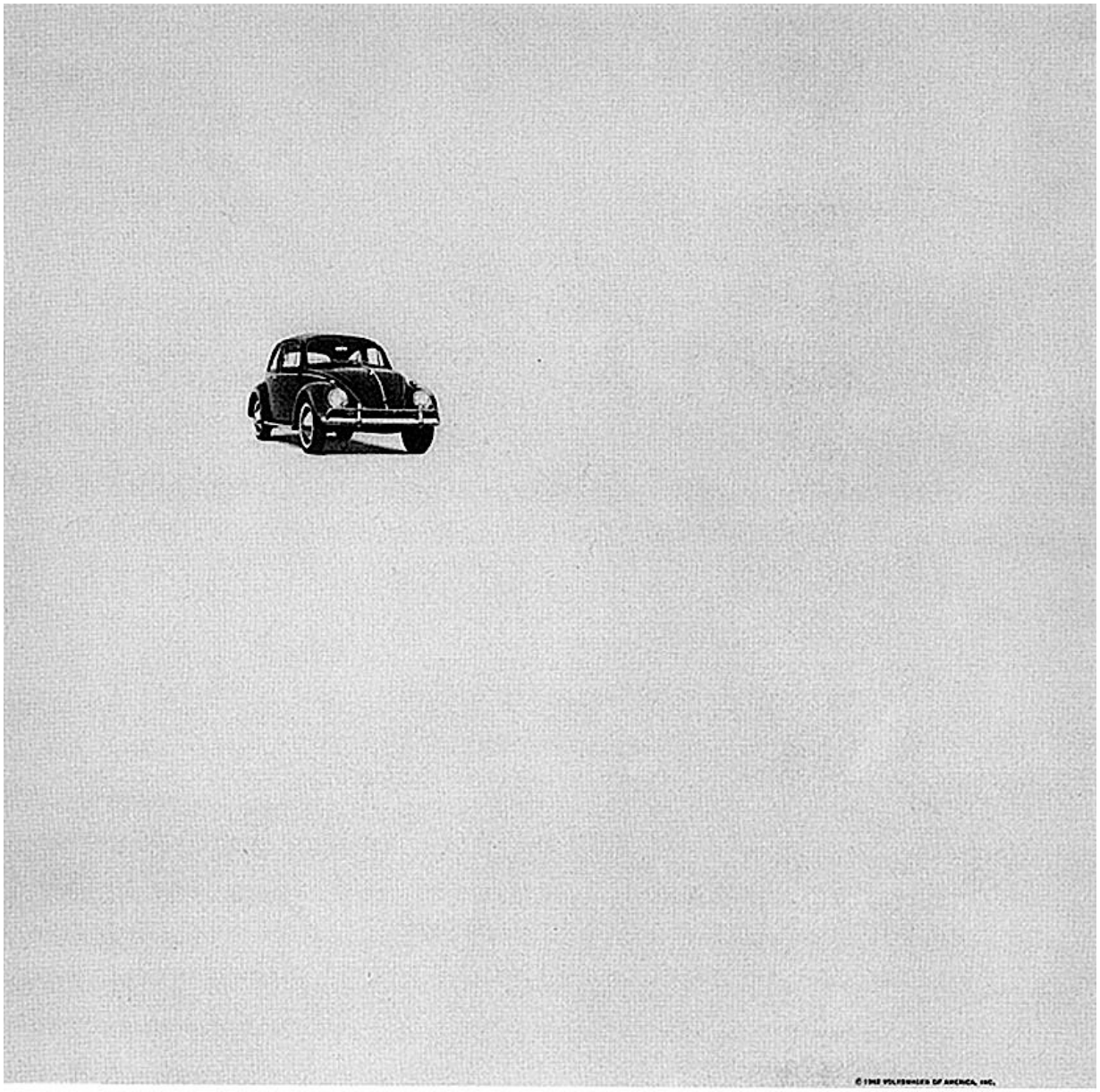
WHAT TO BRING ON MONDAY

The annotated text, on paper or on your screen, to the start of the Camera lesson. It is checked against the exemplar by the person next to you before I collect it. Six accurate labels is the bar. Four right beats eight approximate.

NO.	TYPE	TEXT	FAMILIES TO LOOK FOR	PAGE
01	Print advertisement	Volkswagen, *Think Small*	technical · written · symbolic	p. 2
02	Print advertisement	WWF, *The future is human made*	symbolic · technical · written	p. 3
03	Print advertisement	Heinz, *Pour Perfectly*	technical · written · symbolic	p. 4
04	Billboard	McDonald's, *Follow the Arches: Next exit*	symbolic · written · technical	p. 5
05	Print advertisement	UN Women, *Autocomplete Truth*	written · symbolic · technical	p. 6
06	Digital street screen	Oatly, street advertisement	written · symbolic · technical	p. 7
07	Film poster	*Everything Everywhere All at Once*, official poster	symbolic · written · technical	p. 8
08	Film poster	*Lady Bird*, key art	technical · symbolic · written	p. 9
09	Film poster	*Minari*, key art	technical · symbolic · written	p. 10
10	Poster	J. Howard Miller, *We Can Do It!*	symbolic · written · technical	p. 11
11	Magazine cover	*Glamour*, September 2015	written · symbolic · technical	p. 12
12	Packaging	Cereal boxes on the shelf	symbolic · written · technical	p. 13
13	Packaging	Mountain Dew can	symbolic · written · technical	p. 14
14	Website	apple.com, home page	technical · written · symbolic	p. 15
15	Website	Steam store page, *Stardew Valley*	written · technical · symbolic	p. 16
16	News website	*The Guardian*, international home page	written · technical · symbolic	p. 17
17	Album cover	Billie Eilish, *Happier Than Ever*	symbolic · technical · written	p. 18
18	Street	Times Square, New York	technical · written · symbolic	p. 19
19	Television advertisement	Cadbury, *Gorilla*	audio · technical · symbolic	p. 20
20	Television advertisement	Apple, *1984*	technical · audio · symbolic	p. 21
21	Title sequence	*Succession*, opening titles	audio · technical · symbolic	p. 22

Volkswagen, *Think Small*

DDB, 1959. Magazine page.



Think small.

Our little car isn't so much of a novelty any more.

A couple of dozen college kids don't try to squeeze inside it.

The guy at the gas station doesn't ask where the gas goes.

Nobody even stares at our shape.

In fact, some people who drive our little flivver don't even think 32 miles to the gallon is going any great guns.

Or using five pints of oil instead of five quarts.

Or never needing anti-freeze.

Or racking up 40,000 miles on a set of tires.

That's because once you get used to some of our economies, you don't even think about them any more.

Except when you squeeze into a small parking spot. Or renew your small insurance. Or pay a small repair bill. Or trade in your old VW for a new one.

Think it over.

LOOK FOR

technical · written · symbolic

START HERE

The car takes up a corner of the page. Say what the empty space does. Then read the body copy: it makes an argument, in short sentences.

WWF, *The future is human made*

There Is No Substitute campaign. Print.



LOOK FOR

symbolic · technical · written

START HERE

The rhinoceros is built from machine parts. Start with the sky: it is grey, and the campaign chose that. Then the line of text in the corner, and the size it is set at.

TEXT 03 · PRINT ADVERTISEMENT

Heinz, *Pour Perfectly*

Ketchup bottle with the label printed at an angle.



LOOK FOR

technical · written · symbolic

START HERE

The label is tilted. The bottle is not. Work out why the label sits at that angle, then read the two words at the bottom against it.

TEXT 04 · BILLBOARD

McDonald's, *Follow the Arches: Next exit*

Roadside billboard, cropped logo.



LOOK FOR

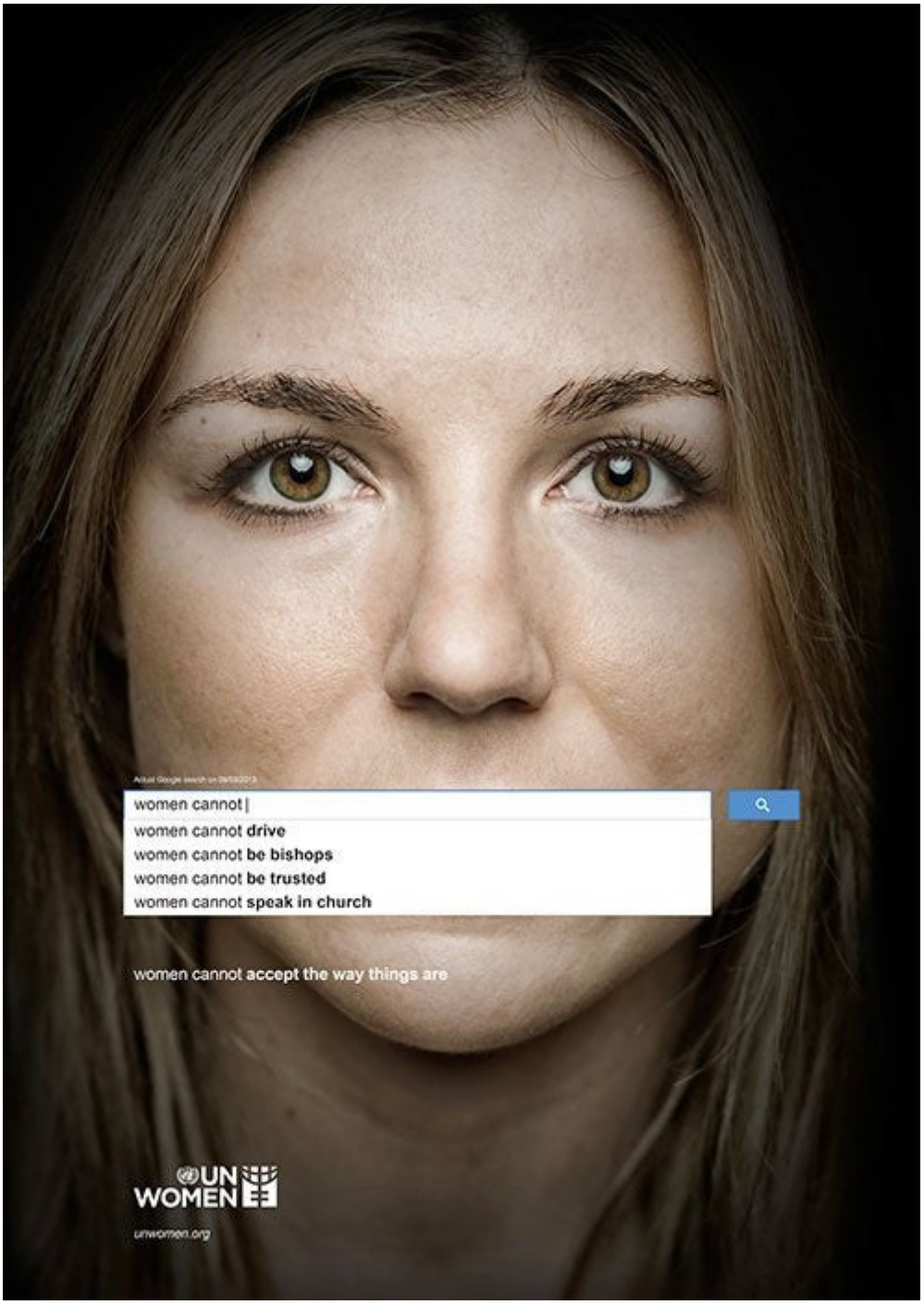
symbolic · written · technical

START HERE

The logo is cut off. Name what is left and what it now does. Then look at where the board is and who drives past it.

UN Women, *Autocomplete Truth*

Campaign portrait. A real search box over the mouth.



LOOK FOR

written · symbolic · technical

START HERE

The search box covers the mouth. That placement is a choice. Read the four suggestions, then say what the woman's eyes do above them.

TEXT 06 · DIGITAL STREET SCREEN

Oatly, street advertisement

Photograph of a screen ad, Vienna.



LOOK FOR

written · symbolic · technical

START HERE

An advert that says it is an advert. Start with the typeface: what does it pretend to be? Then the small carton at the edge, and why it is small.

Everything Everywhere All at Once, official poster

A24, 2022.



LOOK FOR

symbolic · written · technical

START HERE

The title is cut into ten lines. Count what is happening around and inside it. Then pick one figure and say what the costume and the pose do.

Lady Bird, key art

A24, 2017.



LOOK FOR

technical · symbolic · written

START HERE

She looks out of the frame. Say which way, and what sits behind her. Then the border: it is patterned like a church window, and the tagline is three words.

Minari, key art

A24, 2020.



LOOK FOR

technical · symbolic · written

START HERE

A boy in tall grass, shot from low. Start with the flag behind him: what it is, and why it is faded. Then the size of the title against the size of the quotes.

J. Howard Miller, *We Can Do It!*

War Production Co-ordinating Committee, 1943.



LOOK FOR

symbolic · written · technical

START HERE

The sleeve is rolled up. Name what the arm does. Then the headscarf, the badge, the colour of the background, and the punctuation of the headline.

Glamour, September 2015

UK edition. Rita Ora on the cover.



LOOK FOR

written · symbolic · technical

START HERE

Read every line of text and sort them by who they speak to. Then the pose and the dress, and where the masthead sits behind her head.

Cereal boxes on the shelf

Oreo O's and Cheerios. Choose one box.



LOOK FOR

symbolic · written · technical

START HERE

Pick one box. Start with its colour and say who that colour talks to. Then the photograph of the bowl: what the milk looks like, and where the spoon is.

TEXT 13 · PACKAGING

Mountain Dew can

Product photograph on a yellow ground.



LOOK FOR

symbolic · written · technical

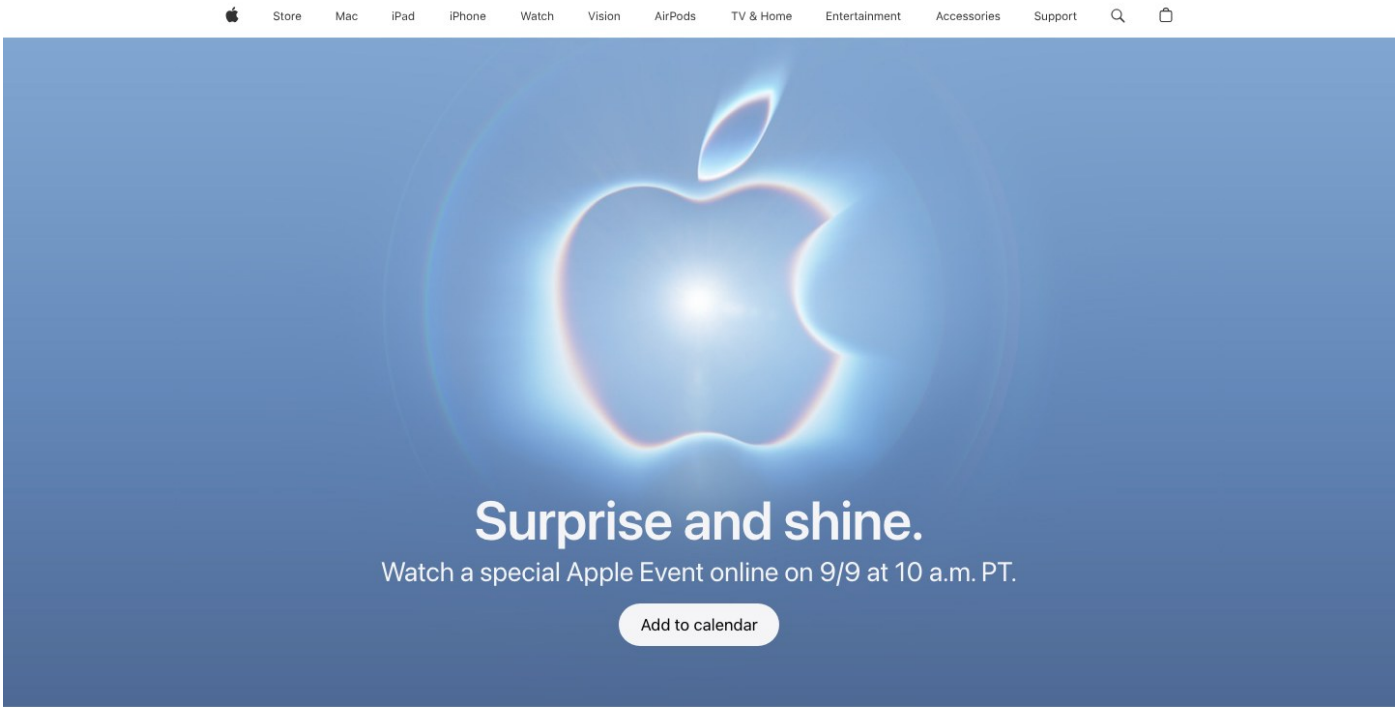
START HERE

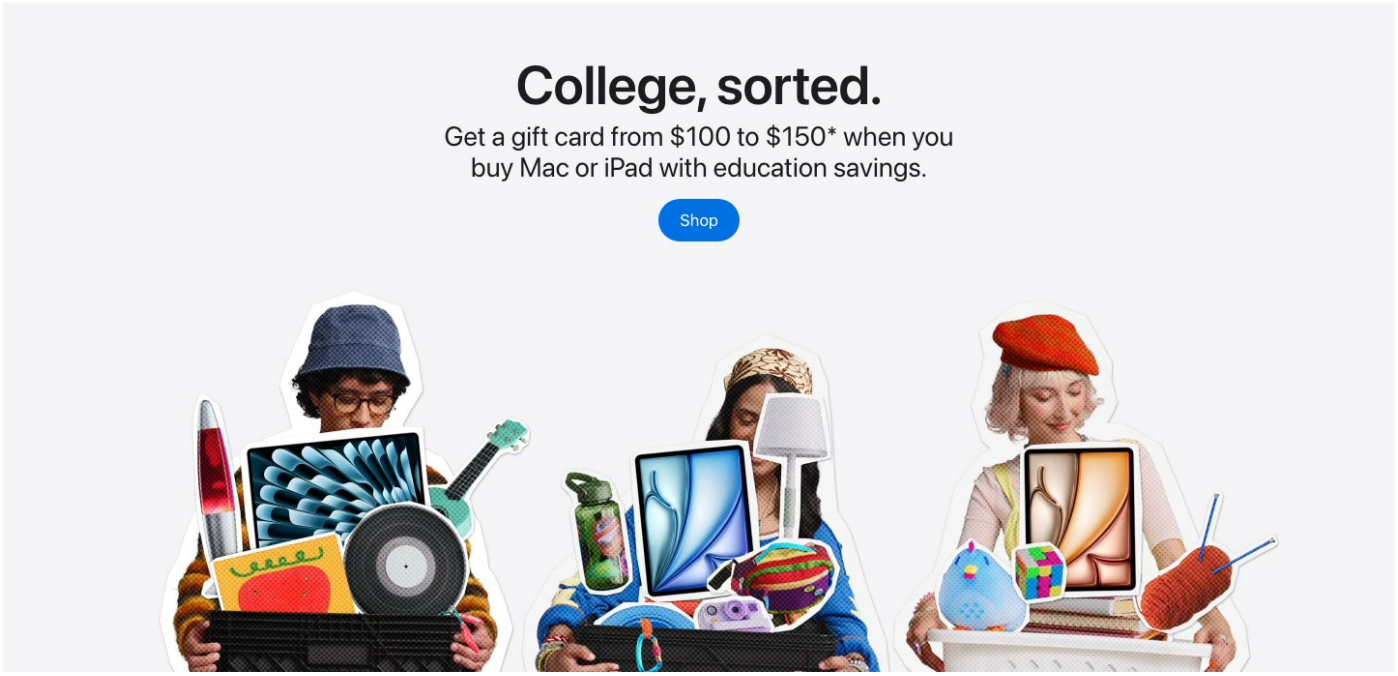
The logo leans. Say which way and what leaning does. Then the green against the yellow, and the shape the letters are cut into.

TEXT 14 · WEBSITE

apple.com, home page

Screenshot, 9 September 2026.





LOOK FOR

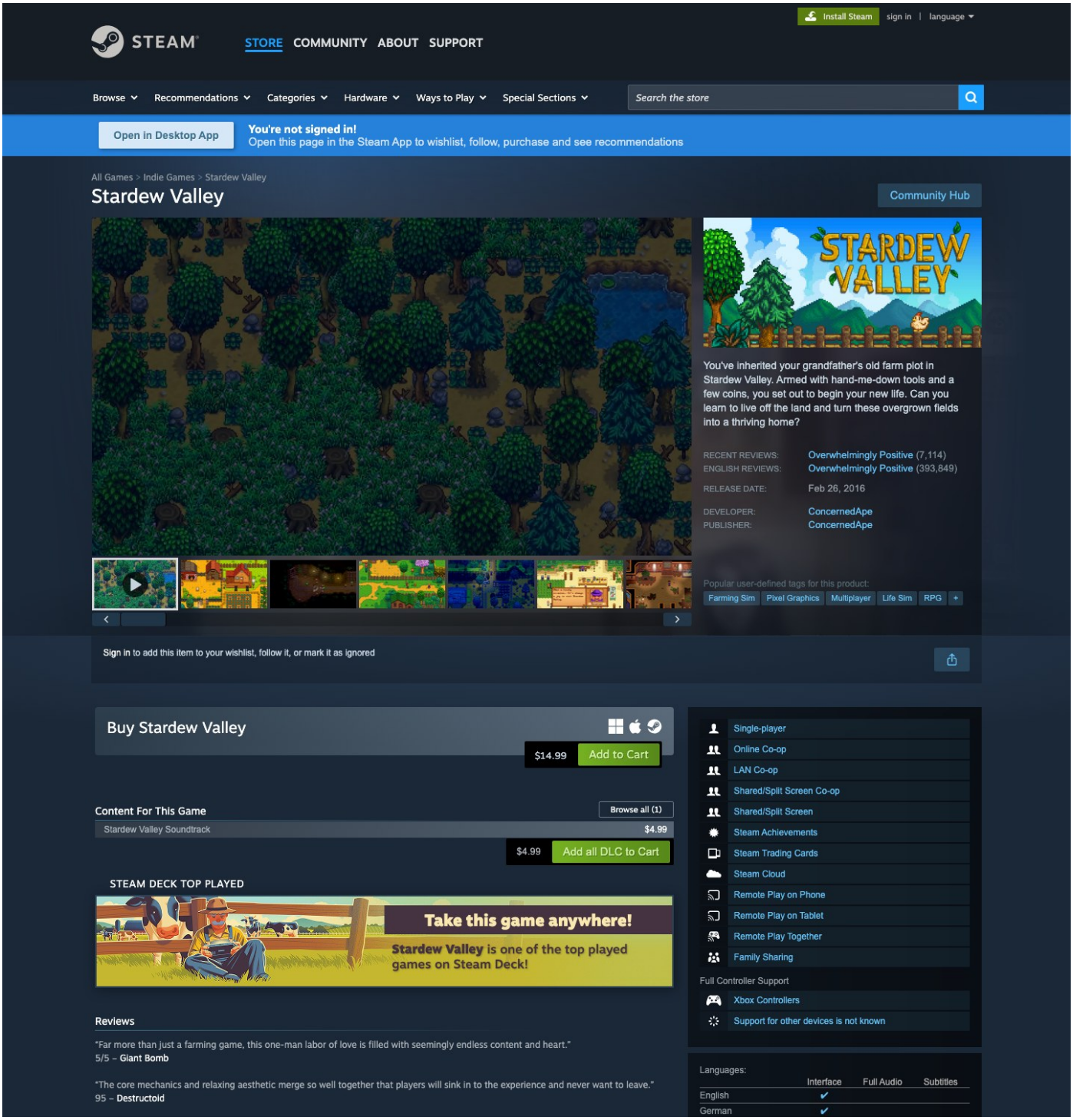
technical · written · symbolic

START HERE

Two panels, one dark and one white. Say who each one speaks to. Then the three figures at the bottom: what they carry, and what that says about the offer.

Steam store page, *Stardew Valley*

Screenshot, 9 September 2026.



LOOK FOR

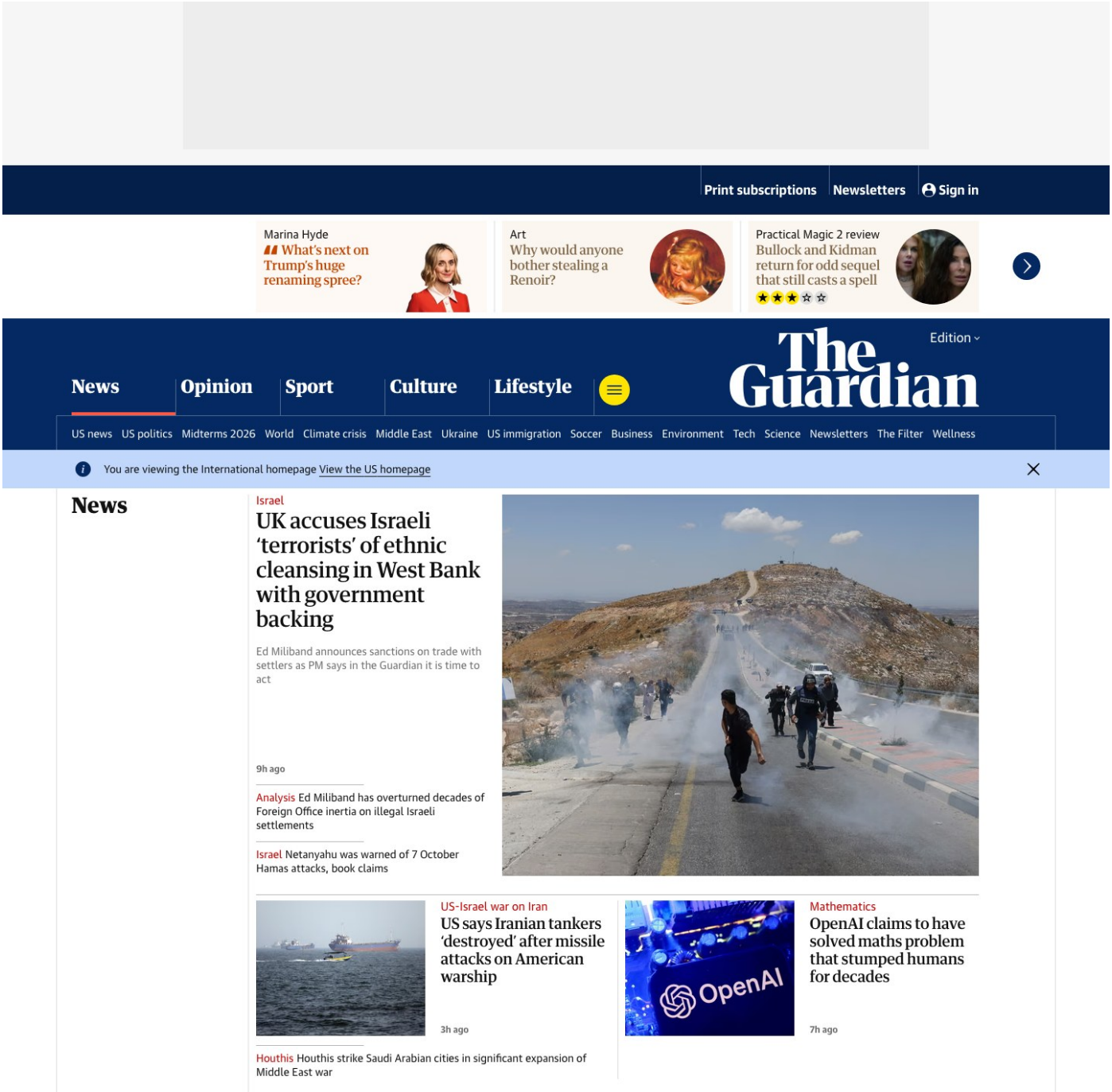
written · technical · symbolic

START HERE

Find the words about buying and the words about playing. Then the pixel art: what it promises about the game, and the price against the reviews.

The Guardian, international home page

Screenshot, 9 September 2026.



LOOK FOR

written · technical · symbolic

START HERE

Which story is largest, and what did the picture editor choose to show? Then the masthead, and the order of the sections in the navigation bar.

Billie Eilish, *Happier Than Ever*

Darkroom / Interscope, 2021.



LOOK FOR

symbolic · technical · written

START HERE

The title is handwritten. Say what handwriting promises. Then the colour of everything, the pose, and where she is looking.

TEXT 18 · STREET

Times Square, New York

Photograph. Many screens at once.



LOOK FOR

technical · written · symbolic

START HERE

Pick three screens you can read. Say which is highest, which is largest, and which one the taxi is driving toward.

Cadbury, *Gorilla*

Fallon, 2007. 90 seconds. Sound is the text.



FRAME 1 · TIMECODE ____ · WHAT IS HEARD

FRAME 2 · TIMECODE ____ · WHAT IS HEARD

FRAME 3 · TIMECODE ____ · WHAT IS HEARD

LOOK FOR

audio · technical · symbolic

START HERE

Nothing happens for thirty seconds. Say what the music does in that time. Then the purple, and the moment the drums come in.

DO THIS

Watch twice. Three frames with timecodes, at least two audio labels.

https://www.youtube.com/watch?v=TnzFRV1LwIo

Apple, *1984*

Chiat/Day, directed by Ridley Scott, 1984. 60 seconds.



FRAME 1 · TIMECODE ____ · WHAT IS HEARD

FRAME 2 · TIMECODE ____ · WHAT IS HEARD

FRAME 3 · TIMECODE ____ · WHAT IS HEARD

LOOK FOR

technical · audio · symbolic

START HERE

What colour is the runner, and what colour is everyone else? Then the voice on the screen, and the sound the hammer makes.

DO THIS

Watch twice. Three frames with timecodes, at least two audio labels.

https://www.youtube.com/watch?v=VtvjbmoDx-I

TEXT 21 · TITLE SEQUENCE

Succession, opening titles

HBO. Music by Nicholas Britell. 90 seconds.



FRAME 1 · TIMECODE ____ · WHAT IS HEARD

FRAME 2 · TIMECODE ____ · WHAT IS HEARD

FRAME 3 · TIMECODE ____ · WHAT IS HEARD

LOOK FOR

audio · technical · symbolic

START HERE

Two kinds of footage alternate. Name them. Then the music: a piano and a beat, and what happens when they meet.

DO THIS

Watch twice. Three frames with timecodes, at least two audio labels.

https://www.youtube.com/watch?v=G29EyeGzm9w